

WE CLAIM:

1. A cosmetic composition containing a silicone resin polymer comprised of M units in combination with Q or T units or both, wherein the number of M units is greater than the number of Q units or T units or combination thereof.
- 5 2. The composition of claim 1 wherein the silicone resin has about 1.1 M units for every Q or T unit or combination thereof.
3. The composition of claim 1 wherein the silicone resin polymer has about 1.4 M units for every Q or T unit or combination thereof.
4. The composition of claim 1 wherein the silicone resin polymer has about 1.6 M units for  
10 every Q or T unit or combination thereof.
5. The composition of claim 1 wherein the silicone resin polymer has about 2.0 M units for every Q or T unit or combination thereof.
6. The composition of claim 1 wherein the silicone resin polymer has about 2.3 M units for every Q or T unit or combination thereof.
- 15 7. The composition of claim 1 wherein the silicone resin polymer has about 2.6 M units for every Q or T unit or combination thereof.
8. The composition of claim 1 wherein the silicone resin polymer has about 3.0 M units for every Q or T unit or combination thereof.
9. The composition of claim 1 wherein the silicone resin polymer has hydroxy or alkoxy  
20 functional groups.
10. The composition of claim 1 wherein the silicone resin polymer is a solid at room temperature.

11. The composition of claim 1 wherein the silicone resin polymer is a liquid at room temperature.

12. The composition of claim 1 wherein the silicone resin polymer is a semi-solid at room temperature.

5 13. The composition of claim 1 wherein the composition additionally comprises another film forming polymer in addition to the silicone resin polymer.

14. The composition of claim 13 wherein the film forming polymer is a silicone polymer, a polymer of silicone and one or more ethylenically unsaturated monomers or organic groups, or a polymer of one or more ethylenically unsaturated monomers.

10 15. The composition of claim 14 wherein the additional film forming polymer is a polymer of silicone and ethylenically unsaturated monomers.

11. The composition of claim 13 wherein the film forming polymer is a copolymer of silicone and acrylic acid, methacrylic acid, or their simple esters.

12. The composition of claim 13 wherein the film forming polymer is a silicone gum having a  
15 viscosity ranging from about 100,000 to 10,000,000 centistokes at room temperature.

13 The composition of claim 1 which is a lipstick, eyeshadow, blush, foundation, mascara, eyeliner or concealer.

14. The composition of claim 1 additionally comprising an oil.

15. The composition of claim 14 wherein the oil is a silicone oil, ester, hydrocarbon, fluorinated  
20 oil, or mixtures thereof.

16. The composition of claim 1 additionally comprising a rheological additive.

17. The composition of claim 16 wherein the rheological additive comprises clay.

18. A method for improving the finish of a cosmetic composition by formulating such composition with a silicone resin comprised of M units in combination with Q or T units or both, wherein the number of M units in the polymer is greater than the number of Q or T units or combination thereof.

5 19. The method of claim 18 wherein the finish is improved by increasing shine.

20. The method of claim 18 wherein the finish is improved by improving wear.